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APR 14 2005

Appl. No. 09/935,774  
Atty. Docket No. 8231  
Amdt. dated April 14, 2005  
Reply to Office Action of September 5, 2003  
Customer No. 27752

## Certification of Facsimile Transmission

I hereby certify that this correspondence is being facsimile  
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Name of Attorney/Agent Registration No.  
47,286  
Signature of Attorney or Agent

#8/A

## IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Application No. : 09/935,774  
Applicant(s) : Ronald G. Godsey  
Filed : August 22, 2001  
Title : System and Methods for tracking consumers in a store  
environment.  
TC/A.U. : 3627  
Examiner : James S. McClellan  
Conf. No. : 8938  
Docket No. : 8231  
Customer No. : 27752

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APR 18 2005

OFFICE OF PETITIONS

REPLY AFTER 1<sup>ST</sup> OFFICE ACTION UNDER 37 CFR §1.111(b)

Mail Stop Non-Fee Amendment

Commissioner for Patents

P. O. Box 1450

Alexandria, VA 22313-1450

Dear Sir:

INTRODUCTORY REMARKS

In response to the Office Action of September 5, 2003, please amend the above-identified application as follows and consider the following remarks and reconsider the application. Attached hereto is a Petition to Revive for Unintentional Abandonment, and the fee required under 37 CFR §1.17(a), providing for a timely response up to and including April 14, 2005. Applicant believes no charges other than those detailed herein are due, however, if any additional charges are due, the Examiner is hereby authorized to deduct such charges from Deposit Account No. 16-2480 in the name of The Procter & Gamble Company.

*Listing of the Claims* begin on page 2 of this paper.

*Remarks* begin on page 8 of this paper.